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W. L. Cowan  
2/2/99

PATENT APPLICATION  
ATTORNEY DOCKET  
NO. 60798

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Group 2700

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Thomas M. COWAN et al. )  
Serial No.: 08/821,890 )  
Filed: March 21, 1997 )  
Title: TELEVISION DISTRIBUTION )  
SYSTEM FOR SIGNAL )  
SUBSTITUTION )  
Group Art Unit: 2711 )  
Examiner: Uyen Le )  
)

CERTIFICATE OF MAILING

I hereby certify that this paper is  
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20231, on this date.  
1/20/99 Kenneth H. Long  
Date Registration No. 25,747  
Attorney for Applicants

RESPONSE TO OFFICIAL ACTION

Honorable Commissioner of Patents and Trademarks  
ATTENTION: Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In response to the Office Action dated July 21, 1998,  
please amend the above-captioned application as follows:

IN THE CLAIMS:

1. (Amended) A consumer response analysis  
system comprising:

a targetable television system including a head end  
[means], a signal distribution arrangement and a plurality of  
television receivers for viewing by consumers, said head end  
[means] including [means] circuitry for transmitting normal  
television program signals and substitute television program  
signals on a plurality of distribution trunks connected by the  
signal distribution arrangement to said plurality of  
television receivers, each television receiver being connected  
to one of the plurality of distribution trunks preselected so